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U. S. Department of Agriculture.

S. A. HILL, Secretary

E. G. HILL, President

E. H. MANN, Treasurer

1924

TO OUR FRIENDS IN THE TRADE;

THIS IS JUST AN OLD-FASHIONED

PREFACE:

FOR every Florist, the country over, the year 1923 has brought worries and anxieties, some disappointments, battles with wicked insects, droughts and floods, sunless days when we needed sunshine, high temperatures when the weather should have been crisp and frosty—

BUT

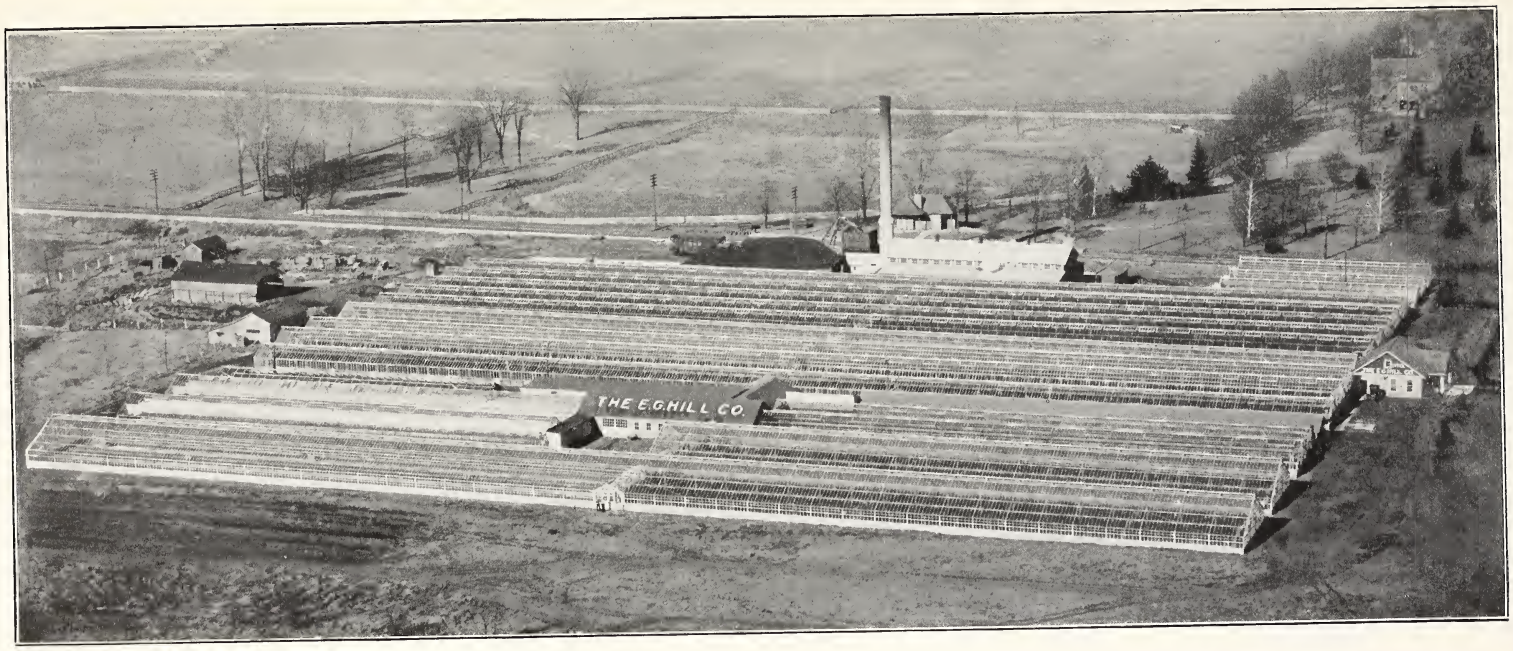
nevertheless the year has brought general prosperity; common interests and experiences have cemented friendships. The realization that the florists' trade is now on a permanent foundation, and on the up-grade in all sections of the country, gives all of us the cheering encouragement of

A BRIGHT OUTLOOK AHEAD.

WITH OUR BEST WISHES TO EVERY MEMBER OF THE TRADE FOR 1924,

YOURS,

THE E. G. HILL CO.



THE E. G. HILL CO. PLANT

200,000 square feet of glass.
On a 50 acre plat of ground—
Bounded on the north by the P. C. C. & St. L.—
On the east by the Street Railway, which gives direct transportation from the depot to our place—

Come and see us, and the Roses!

ROSES FOR 1924

SENSATION

Originated by THE JOS. H. HILL CO.

Parentage: PREMIER x HOOSIER BEAUTY

ORIGINATOR'S DESCRIPTION

"As large and more prolific than Premier. Well supplied with a heavy, luxuriant foliage. The flowers are fine any season of the year.

The color is an entrancing shade of red. The bud long-pointed and the open flower beautiful, with extreme size and good color to the last. The stems are long-jointed and strong, with ample foliage. A good keeper and shipper.

Grafts well, roots well, and above all else, grows well. Properly grown it will produce more dollars per square foot of space than any other rose of today."

PRICES

40 cents per plant, grafted stock. 30 cents per plant, own-root stock. Scions for grafting, 18 cents per eye. These prices are for all quantities.

We will begin dissemination not later than February 1, 1924

ORDERS SHIPPED IN STRICT ROTATION

See cut of house of Sensation on back page of cover.

OUR OUTLOOK FOR HIGH GRADE STOCK HAS NEVER BEEN BETTER, BOTH OWN-ROOT AND GRAFTS, IN EACH VARIETY THAT WE OFFER.

America 1923

The *Big Pink Beauty*—needs no pinching to produce long stems, topped by the large shapely flower of peach pink; opens freely; practically without a thorn, and with "June Rose" fragrance.

A wonderful keeper; made the trip from Richmond to the Eastern shows; set up in perfect condition, and held its freshness to the close of the show.

Mr. Totty shipped it to London and on to Paris, where it opened up in nice condition.

Some traveler!

He also tells us that as long as there are *America* blooms in his New York store, other pink sorts do not sell.

Many growers over the country are doing it extremely well; others have not yet harmonized it with their conditions; they will learn to do this as the weeks go by—just as they have done with every other "novelty" that is now "standard".

Like *Premier* it must be cut at the proper point of unfolding its petals to travel safely.

At its destination, it must be allowed to open to the point of showing its unusual beauty of form; flower buyers will soon come to recognize that what seems like "just a pink bud" opens into regal beauty.

Own-root, $250.00 per 1000.
Grafts, $350.00 per 1000.

Amelia Gude

(F. H. LEMON's Fancy Yellow)

A unique and charming yellow rose; color of Sunburst, with deeper shadings on the reverse; a true "fancy" yellow.

The blooms have an individual beauty not always found in the big buds of the modern varieties; it is not a small rose but of good medium size.

It is ideal for table decorations, corsage bouquets, baskets, as well as by the dozen for store sales, where it is first choice with many lady customers; it keeps well.

(Next Page)

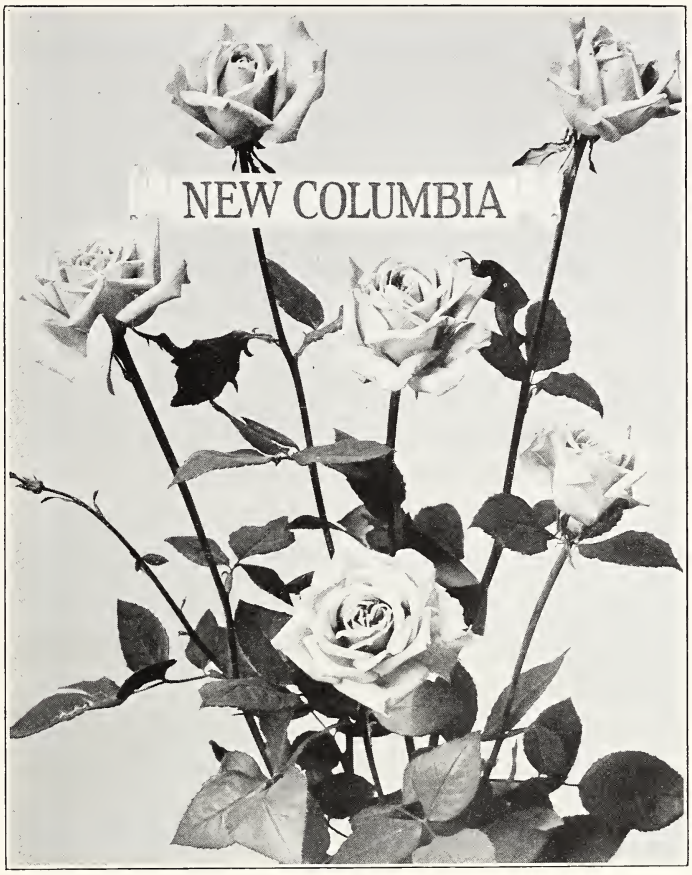
QUALITY STOCK PAYS; THE BEST IS NONE TOO GOOD; GREENHOUSE SPACE IS TOO VALUABLE TO CARRY OLD OR "SCRUB STOCK," IT CAN NEVER DELIVER SATISFACTORY RETURNS PER SQUARE FOOT.

An extremely prolific variety throughout the whole year; a fine keeper; absolutely unique in both form and general make-up; bound to be profitable.

AMELIA GUDE

Own-root, $150.00 per 1000.
Grafts, $250.00 per 1000.

OUR ROSES ARE ALL IN SPLENDID GROWTH, AND ABSOLUTELY CLEAN, AS HUNDREDS OF VISITORS TO OUR PLACE DURING THE SEASON, AND UP TO DATE, WILL ATTEST.



New Columbia

A sport from *Columbia* selected two years ago, on account of its better form in the bud which prevents its flattening before it opens.

The bud is a little lighter in color than the parent tho' it deepens to the tone of *Columbia* as it opens; it is exceptionally beautiful.

In other respects it is almost exactly like the parent.

A decided improvement for the general grower as it guarantees a full percent of perfect flowers.

We are offering it to our customers at the price of the standard varieties.

Own-root, $150.00 per 1000.
Graft, $250.00 per 1000.

DON'T FAIL TO PLACE YOUR ORDER EARLY, ESPECIALLY FOR GRAFTED STOCK

Premier

(Introduced in 1919)

Do you remember what a narrow escape from the discard *Premier* had *before* it made its bow to the trade?

And do you remember that it was a "trifle" hard to get acquainted with, in its first year out?

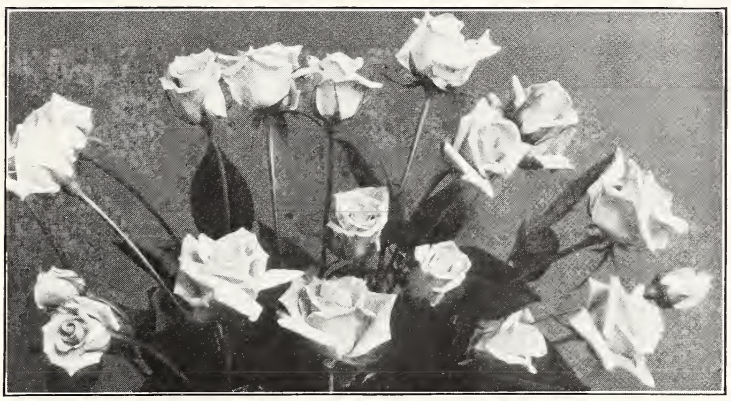
Now—this rose leads in the Standard class. Among the forcing varieties of today, the plantings are about 75 per cent Premier to 25 per cent of all the other sorts.

It is the freest bloomer of them all. Cut off one bud, and two flowers come on to take its place!

It is First throughout the season, and the color is so brilliant that it is readily accepted by the Xmas trade.

Own-root, $150.00 per 1000.
Grafts, $250.00 per 1000.

THE "NOVELTIES" OF THE PAST THREE YEARS ARE NOW "STANDARDS," AND THESE WE HAVE IN FINE CONDITION AND LARGE SUPPLY



Mme. Butterfly

(Our Sport of *Ophelia*)

The more beautiful sport of the exquisite *Ophelia,* now nearly displaced by the brilliant daughter.

Butterfly is so wonderful in color that it has become extremely popular with a discriminating trade.

Bright emerald calyx, Indian red base of the petals, old gold above, shading to creamy maiden-blush pink—this is the coloring after cold weather sets in.

Fragrant?—Very,—and a fine keeper—Get more flowers to the bench by planting closer; make it more profitable by spacing 12 x 12.

The most beautiful of the Fancy Forcers.

Own-root, $150.00 per 1000.
Grafts, $250.00 per 1000.

"HIGHEST QUALITY SELDOM ACCOMPANIES LOWEST PRICES"
OUR "QUALITY ROSES" EXCEL

Double White Killarney

Still in heavy demand where a florists' white rose is wanted;—after all the years of its culture, it is still magnificent; we are not offering own-root, as we find the variety unquestionably does best grafted.

Grafts, $250.00 per 1000.

Chrysanthemums, 1924

Novelties and Recent Sorts

MRS. GEO. MUNROE
(Exhibition)

We had our first glimpse of this grand foreign variety in November last: the color is a gorgeous shade of the most satisfying velvety red: 4½ feet high; use the early crown bud to secure the reflexing form, which shows the variety at its best; this bud is secured about Aug. 7.

ADA BROOKER
(Exhibition and Commercial)

A very large, perfectly globular flower; claw petals incurving in extra fine arrangement; fine, stiff stem, holding the flower erect; foliage glossy, dark green, beautifully formed. An "easy doer;" 4½ feet; Bud, Sept. 5 and later; also the terminals of Sept. 15 and 20, are very good.

MRS. E. KERSHAW
(Exhibition)

There is nothing finer in its color, a golden bronze with bright lining to the petals, which are of great breadth, deeply channelled and loosely incurving, the very perfection in form and color of a stunning, showy, big mum. 4½ feet. Bud, middle of August, or Aug. 30.

FAVORITE
(Commercial)

Glistening snow-white; b e a u t i f u l l y rounded; especially valuable, as it comes in a trifle before T. Eaton finishes. Has a good stem, nice foliage and is an easy doer. Extra good. 4½ feet. Also makes a beautiful pot plant. Take the bud Sept. 5.

HONEYDEW

A lovely canary yellow of shining satin-like finish, large, round, and smooth; a beautiful addition to the class of this color. Extra nice grower, about 3½ feet high, good stem and handsome foliage.

Midseason. Take the bud Aug. 20.

MAJESTIC

Deserves the name; the grandest production of 1923; enormous rounded bloom of the most perfect form, a shining golden orange, shading to rosy bronze. As brilliant as an electric light. A fine grower; a sensation wherever shown.

Midseason. Take the bud Aug. 15.

MRS. ALICE H. BURKE

Great exhibition variety; of enormous size. *Daybreak* pink, beautifully shaded cream, upright center and long spreading petals making a show variety of the largest size and of big, globular form. The shading of soft yellow gives it a lovely tone. Stem very stiff. An easy doer. Scored 95. An extra good keeper. Blooms Nov. 8; Bud Aug. 25.

MONARCH

A snow-white, incurved variety, and while of the very largest size, is of fine, lasting texture and nicely rounded form. A good grower, very easy to handle. Scored 95, C. S. A., St. Louis, in 1922; Bud, Sept. 5.

NEW JERSEY

Awarded the *Silver Cup* of the C. S. A. 1922.

A nice clean grower, very dainty in finish, outer petals slightly reflexing, and dimpled at the tips; shows a wide spread.

Color a soft clear pink, and of extra fine finish. Blooms early November.

Take the bud Aug. 20.

NIAGARA

Immense, snow-white, good foliage, stiff stem, rounded and full, with very long petals, arranged uniformly, but finishes into a fine exhibition variety of rounded massive form. Good in every way.

Bud Aug. 15 and later; Full midseason.

Chrysanthemums

The following sorts comprise our very BEST SELLERS, and the most profitable kinds to grow for commercial cutting.

Florists who cater to their own retail trade can extend their list to cover many fancy varieties that will delight their home trade, in addition to the above.

Don't forget this.

Our judgment of the Best 'Mums for COMMERCIAL PLANTING from Early to Late

YELLOW

GOLDEN EARLY FROST
CHRYSOLORA
RICHMOND
GOLDEN GLORY
CELEBRATION
GOLDEN CHADWICK
ADRIAN'S PRIDE

WHITE

EARLY FROST
WHITE CHIEFTAIN
CHADWICK IMPROVED
FAVORITE
TIMOTHY EATON

OTHER COLORS

W. H. WAITE } *Red*
TEKONSHA } *and Gold*
HARVARD—*Crimson*
MUSKOKA—*Bronze*

PINK

ANGELO
GLORIOUS
ROSE PERFECTION
ROSE DELIGHT
CHIEFTAIN—IMPROVED
THANKSGIVING PINK

The Big Varieties

Have come back! Look them up!

They are always Fine Advertisers for the General Florist.

We Again Offer, Our Selection,

10 EACH
of 10 SORTS
for 10 DOLLARS

With these varieties and other exhibition sorts we won Ten Blue Ribbons at the St. Louis Fall Show, 1923. Six at Indianapolis, under good competition at both places.

Standard Sorts

For list of all varieties and prices see page 18.

ADRIAN'S PRIDE

Very brilliant golden yellow, the intense shade that everybody enjoys; four feet high from June 20th planting, strong stem, beautiful foliage; fine rounded form, full, good texture, an easy doer; a very perfect commercial.... Take Bud: Sept. 30; Blooming Date: Late Nov.

ANGELO

In a class by itself, fits both the large class and Pompons. Light pink, very full and round, perfectly erect; disbud to one or more flowers. Set plants in bench about May 15. See p. 16. Blooming Date: Early Oct.

BOB PULLING (Exhibition)

Of wonderful size, composed of petals an inch in width, and 10 inches long. The form shows its great size to its best advantage. A good clear shade of yellow ..... Take Bud: Aug. 1; Blooming Date: Nov. 1

CHRYSOLORA

The very best commercial yellow of its date; a large incurved, with perfect stem and foliage; reject the early crowns. Extra good keeper and traveler..... Take Bud: Second bud about Sept. 15; Blooming Date: Oct. 15

CHIEFTAIN (Syn. J. W. PRINCE)

There is no finer commercial pink. Round and smooth in finish as a pearl; ours is the selected strain of deeper color... Take Bud: Sept. 10; Blooming Date: Oct. 25

CORPORAL PIPER (Exhibition)

Immense yellow of type of Odessa, but larger and brighter; very stiff stem. Of fine finish and enormous size ..... Take Bud: After Aug. 20; Blooming Date: Nov. 1

CELEBRATION

Is the best commercial of golden yellow of its date. It has high color, fine finish, and handsome arrangement of foliage. Its lasting qualities are exceptional; same wonderful texture and keeping qualities as in the Eatons ..... Take Bud: Nov. 5 and Sept. 10; Blooming Date: Later

CHADWICK IMPROVED

Pure snow-white, never tints; a running mate for Timothy Eaton. ..... Take Bud: Sept. 20; Blooming Date: Late

DELIGHT (Exhibition Pink)

An enormous reflexed pink, awarded certificate of the C. S. A., scored 92 points; splendid in color, with stiff stem. Has a very wide spread ..... Take Bud: After Aug. 15; Blooming Date: Nov. 5

EARL KITCHENER (Exhibition)

An enormous flower in a color not too plentiful in exhibition 'mums at the present time. Stem, foliage and flower are alike tremendous. Bright amaranth with silver shadings..... Take Bud: Aug. 20; Blooming Date: Nov. 1

EARLY FROST

One of the most valuable white varieties in commerce; its record of quality, its dates from early to late, its perfection of color, stem, foliage, lasting qualities, and the fact that it can be planted very close in the bench (twice as close as any other variety) make it a very profitable sort.

GENL. ALLENBY (Exhibition)

A rich golden yellow with long reflexing and drooping petals, one of the very fine new exhibition sorts. Height 5 feet..... Take Bud: Nov. 5; Blooming Date: Crown Bud

GOLDEN EARLY FROST

(See Yellow Early Frost)

GOLDEN CHADWICK

The very best late commercial yellow. Selected color..... Take Bud: Late Sept. 5; Blooming Date: Nov.

GOLDEN GLORY

A perfect commercial in every point. We cannot suggest an improvement. 4 ft. in height, handsome foliage, globular form, smooth finish, shining gold, full, and big; and with all the above an easy doer..... Take Bud: Sept. 5; Blooming Date: Nov. 1

	Take Bud	Blooming Date
GLORIOUS		
Blooms in October just before Chieftain, making it the finest of early pink varieties; it will displace all other of its date. A lovely shade of pink, with touches of yellow at the base of the petals, which prevents any purple tone	Sept. 5	Oct. 20
HARVARD		
Dark scarlet crimson. Fine for Thanksgiving. A valuable commercial red	Sept. 30	Nov. 20
H. E. CONVERSE (Exhibition)		
Enormous red and gold; one of the very best	Sept 5	Nov. 10
JAS. FRASER (Exhibition)		
A grand golden yellow; indispensable as a show flower. Deeply reflexing long petals	Aug. 20	Nov. 5
J. W. PRINCE (See Chieftain)		
The brighter Chieftain of which it is a selected strain. Very choice	Sept. 10	Oct. 25
LOUISE POCKETT (Exhibition)		
Very pure white. Enormous in size. One of the very finest	Aug. 30	Nov. 5
LADY HOPETOWN (Exhibition)		
Enormous pink of lovely shade —for collections	Aug. 20 or Later	Nov. 5
MUSKOKA		
Golden bronze—6 to 10 flowers to a plant. Large and full for its type. Blooms from early to late; great keeper; grown to single stem it is fine; very full. Novelty color.	Sept. 1	Early
MRS. G. G. MASON (Exhibition)		
Blood red, gold reverse—gorgeous	Aug. 20	Early Nov.
MRS. J. LESLIE DAVIS (Pink Turner)		
The "Pink Turner"—a big 'mum, valuable as an additional entry for exhibition in the Turner Family. Has greatly improved in color since year of dissemination	Aug. 30	Nov. 10
MISS RUTH TWOMBLY (Exhibition)		
A beautiful spreading form of reflexed petals showing the color to the best advantage, which is a bronzy yellow, very rich	Nov. 5	After Aug. 15
MRS. CHAS. H. CURTIS (Exhibition)		
Creamy white ground, petals edged with bright rose; reflexing to display color arrangement at its best	Aug. 20 or Later	Mid-Season
NERISSA (Exhibition)		
A lovely shade of rosy lavender, grand in size and beautifully incurved. Big and globular	Sept. 5	Nov. 5
NAG-IR-ROC (Exhibition)		
Deepest orange and bronzy yellow; 36 inches in circumference; every petal reflexing and curling	After Aug. 15	Nov. 1
NADINE (Exhibition)		
An exceptionally large golden bronze variety; free and graceful in habit. An easy doer. Height 5 ft.	Aug. 1 or Later	Nov. 5
ODESSA (Exhibition)		
Enormous yellow, very bright, grand in form; unexcelled as an incurving yellow for exhibition	Sept. 5	Nov. 5
PHILIP RICCI (Exhibition)		
An improved *Chas. H. Toty*, the beautiful chestnut bronze; petals long and graceful, with perfect stem and foliage. Height 5 ft.	Aug. 15 or Later	Nov. 5
PRIVATE MERLE HAY		
A warm, bronzy-red, nice clean foliage quite up to the flower. Scored 94 as a commercial from an early bud. Height 5 ft.	After Aug. 10	Nov. 5
PRIVATE J. GRESHAM (Exhibition)		
Terra-cotta red with golden reverse. Enormous reflexing flower. Strong free grower; splendid from any bud. Height 4 ft.	Any Bud	Nov. 5
ROSANDA (Exhibition)		
Color, old rose; outer petals reflexing, center incurving; a fine large sort; of very easiest culture	Sept. 10	Nov. 1
ROSE DELIGHT (1922)		
Color, deep rose pink; very pleasing color. Very fine incurved. An excellent keeper, on or off the plants. Very few culls. Of medium height. Extra good. Very large and full	Sept. 5	Oct. 20

Take Bud | Blooming Date

RICHMOND

A perfect type of commercial. The variety is noticeable for its fine form, perfect fullness, its silk-like finish, and the perfect uniformity on the bench. It is absolutely free from culls. Bright golden yellow. A very easy doer ..... Aug. 25 | Early Nov.

ROSE PERFECTION

A seedling from Chieftain; brighter and more even in color; holds in perfection for a long time, on or off the plant. A splendid novelty pink with stiff stem, crisp bloom and lovely color and form ..... Sept. 10 | Nov. 1

THANKSGIVING PINK

Fine for the Thanksgiving trade, a welcome color among the heavy percentage of whites and yellows which constitute the bulk of the late varieties. Do not bench before June 15, and take the terminal bud. It is wonderful for keeping and shipping.

TIMOTHY EATON

Can be spaced 6x8 inches. Late cuttings give fine substantial flowers for Thanksgiving. Don't forget this fine old variety; absolutely white, when properly grown, the best of its date ..... Sept. 10 | Nov. 10

TEKONSHA

Grand large flowering bronze for Thanksgiving — long, stiff stems, and foliage fine. Easy to do. This variety and Waite are indispensable for the color they give to the cut mums of late November where 90 per cent runs to yellow and white .... Sept. 10 | Late Nov.

VERMONT (Exhibition)

Of enormous size. Every bud produces a perfect flower; a magnificent pink of lovely bright shade; a clean, healthy grower; the rounded, finely finished bloom makes it one of the most imposing varieties ever introduced ..... Aug. 1 to Aug. 15 | Early Nov.

Take Bud | Blooming Date

W. H. WAITE

A magnificent scarlet and gold; one of the most brilliant; 4 feet ..... Aug. 25 | Nov. 5 and Later

WHITTIER

Similar to Richmond in bloom —a golden yellow sphere of very fine finish. Can be cut very late. Stem and foliage allow close planting ..... Terminal, about Sept. 10 | Nov. 10

WHITE GIANT (Exhibition)

An extra fine large white bloom, massive in build, of very firm texture, splendid keeper and traveler. Very pure color; stiff stem, unexcelled for exhibition. Scored 94, C. S. A. ..... Aug. 20 | Nov. 8

WM. TURNER (Exhibition)

A perfect incurved variety, quite globular, snow-white, of enormous size; stands at the very head of the whole white section, and is invincible thus far on the exhibition table ..... Aug. 30 | Nov. 5

PINK TURNER

(See *Mrs. Leslie Davis* which is the correct name)

YELLOW TURNER (Exhibition)

The yellow sport from Turner; a necessity for collections and for variety; grandest yellow .... Aug. 30 | Nov. 5

YELLOW EATON

(Use Celebration)

YELLOW POCKETT (Exhibition)

A duplicate of *Louisa Pockett* in everything but color, a magnificent yellow ..... Aug. 30 | Nov. 5

YELLOW EARLY FROST

Everything that has been said of Early Frost, can be said for its yellow sport; it is one of the most valuable commercial yellows of recent years. Can be had from "first early" to latest.

Pompons

The Pompon in fine varieties, and when well grown, is now one of the most popular flowers of the Autumn, both for table and for house decoration; when used in masses it can be made as imposing in effect as the larger flowered sorts, while for informal use, the dainty sprays supply the perfect touch needed.

This list comprises a beautiful collection, profitable to grow, and thoroughly appreciated by retail buyers.

ADELPHIA

Color, white as snow; an absolutely perfect example of the very popular disbudded type. 3 ft. November 1.

ANGELO

Light pink; dwarf, and should be planted by end of May to secure 2½ ft. stems; very prolific, and blooms round, full and perfect, held perfectly erect. Also one of the best for pots.

You may be surprised to find this variety also listed in the general collection, but it may be classed as Pompon or Large Flowered according to the amount of disbudding done. Nothing freer in the whole family.

BRONZE QUEEN

Much the same color as *Hilda Canning;* blooms Oct. 25th. Very choice variety.

To bracket this variety with *Hilda C.* would seem a daring thing to do, but it is *gorgeous* in color, and very early, very brilliant.

CLARA JAMESON

Lovely combination of bronze and scarlet. Very showy; the tones of color always in demand in Pompons; immense producer. Early, about Oct. 15th, precedes Bronze Queen.

CHRISTMAS GOLD

Form of Baby, but larger; the name describes it perfectly. Very best of its type. One of the most profitable Pompons.

A limited quantity of this late golden variety is good property quite up to Xmas time.

CAPTAIN COOK

Taller in growth than the average Pompon, and first to open; the color is a lovely shade of rose-pink, very brilliant and free from lavender tones. Makes a prime commercial "bunch" which is what the wholesaler wants.

THE CHIEF

A pretty pink anemone, very interesting both in color and form.

FLORA

Bright crimson with scarlet shading; much the color of *Jules La Gravere* and a free, easy grower with good stems and full sprays. Mid-season. The very best of the reds.

FRANK WILCOX

Also known as *Mrs. Frank Beu.* The very best Thanksgiving bronze, shading to fine red; every florist wants some of this grand late. Just try a few of it one flower to a stem, six stems to the plant.

HILDA CANNING

One of the prettiest, most distinct and valuable Pompons; brilliant bronze, neat and compact, very lasting, and late; fine habit and "bunches" liberally. The color everybody likes.

IDA

By far the best true yellow of its date, Oct. 15th to 20th—fine producer per plant, with good stems.

LILLIAN DOTY

One of the best pinks of the larger flowered Pompons. Fine grown to single stem, 5 or 6 to a plant.

MRS. FRANK BEU

(See Frank Wilcox)

MARIANA

Large flowered and snow-white, on long stiff stem; when grown to a single stem, it is absolutely perfect; can also be disbudded 5 or 6 flowers to a plant.

"SENSATION"

"ALL THAT THE NAME IMPLIES"

ORIGINATED BY THE JOS. H. HILL CO.

Parentage: PREMIER x HOOSIER BEAUTY

DESCRIPTION

As large and more prolific than Premier. Well supplied with a heavy, luxuriant foliage. The flowers are fine any season of the year.

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Grafts well, roots well, and above all else, grows well. Properly grown it will produce more dollars per square foot of space than any other rose of today.

PRICES

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We will begin dissemination not later than February 1, 1924

ORDERS SHIPPED IN STRICT ROTATION

THE E. G. HILL CO.

Wholesale Florists

RICHMOND : INDIANA

MRS. H. HARRISON

Very early, ready to cut Oct. 15th. Light Daybreak pink; when mature, pearl white; the form of flower is very perfect; sprays fine for bunching, stems of good length.

MRS. NELLIE KLERIS

This variety is an improved Lillian Doty, the color is stronger, the blooms equally as large but better arranged on the stems. A fine, sturdy grower. Very choice. Very fine shade of clear pink. *Capt. Cook* and *Mrs. Kleris* are fine companions.

MUSKOKA

Golden bronze—6 to 10 blooms to a plant. Large and full for its type. This variety and *Angelo* (which please see) are of the same type in that they can be used either as Pompons or large flowered. *Muskoka* is wonderful in production, size and color. Oct. 25th and later.

'VARSITY

One of the "Dorner Set"; a greatly improved golden *Baby,* larger size, quite round, comes in just before Xmas. Bunches finely.

WHITE DOTY

Much like Mariana; specially fine grown to "single stem," 6 stems to the plant disbudded.

WHITE WINGS (No. 103)

Earliest of all, Oct. 10th. Better than *Elva.* Flower beautifully formed, snow-white, on long stems. A nice "easy" grower, producing full bunches.

Miscellaneous

BLANCHE

One of the largest Anemones yet produced; snow-white, very perfect in form, large, finely rounded cushion, and showy ray petals; wonderful blooms grown to single stem.

SUNSHINE

No finer commercial in any class has been added in the past five years than this novelty.

Sunshine is a *deep yellow anemone* and is firm and fresh for Thanksgiving. As a "disbudded" sort it is wonderfully taking —a fine companion for the disbudded pompons.

MRS. WM. BUCKINGHAM (Early)

The queen of the singles, a big flat flower with petals of wonderful texture, the loveliest shade of soft rose pink—very lasting both on and off the plant—long stemmed and can be planted close; best seller. A true commercial, coming in very early.

MRS. E. D. GODFREY (Late)

Light pink, very finest for Thanksgiving; a strong grower and used in large quantity. A worthy running mate for *Mrs. Buckingham.* Fine when disbudded.

"The Cap" Family

A strain specially suited for growing in pots, making neat, compact bouquets of bloom; every retail florist should have some of this stock; all dwarf and bushy in habit. They make the nicest showing grown 10 to 12 flowers to the pot.

Kathleen Thompson—Crimson.
Lilac Caprice—Deep Violet.
Purple Caprice—Royal Purple.
Butler's Caprice—Deep Pink.
Yellow Caprice—Golden Yellow.

Two Decorative Varieties

GOLDEN FEATHER

Synonymn, *Source d'Or.* One of the handsomest of tawney-yellows, bearing long stemmed sprays of individually perfect flowers—in wonderful profusion; this is a variety quite by itself *Brilliant old-gold* describes it.

LIZZIE ADCOCK

The deep yellow sport of *Golden Feather.*

Surprise your customers by doing some of these to single stem: they are wonderful.

Index and Price List of 'Mums

Rooted Cuttings

PRICES FOR 1924

	Per 100	Per 1000
Adelphia	$ 5.00	$40.00
Angelo	4.00	35.00
Adrian Pride	8.00	75.00
Ada Brooker	50.00	.....
Bob Pulling	10.00	.....
Butler's Cap	4.00	.....
Bronze Queen	5.00	.....
Blanche	10.00	.....
Chadwick Improved	5.00	50.00
Celebration	5.00	40.00
Chieftain	3.50	30.00
Chrysolora	3.50	30.00
Capt. Cook	4.00	.....
Clara Jameson	4.00	.....
Corp. Piper	10.00	.....
Christmas Gold	4.00	.....
Delight	10.00	.....
Early Frost	4.00	40.00
Earl Kitchener	10.00	.....
Favorite	25.00	.....
Frank Wilcox	3.50	30.00
Flora	6.00	.....
General Allenby	10.00	.....
Golden Early Frost	6.00	60.00
Golden Chadwick	6.00	60.00
Golden Feather	3.50	30.00
Glorious	6.00	50.00
Golden Glory	6.00	50.00
Honeydew	1.00	Each
Harvard	3.50	30.00
H. E. Converse	10.00	.....
Hilda Canning	3.50	30.00
Ida	5.00	.....
J. W. Prince	3.50	30.00
Jas. Fraser	10.00	.....
Kathleen Thompson	4.00	.....
Lizzie Adcock	4.00	.....
Lilac Caprice	4.00	.....
Lilian Doty	3.50	30.00
Lady Hopetown	10.00	.....
Louise Pockett	15.00	.....
Majestic	1.00	Each
Mrs. G. G. Mason	10.00	.....
Mrs. E. Kershaw	50.00	.....
Mrs. Geo. Munroe	2.00	Each
Mrs. Alice Burke	1.00	Each
Mrs. Chas. H. Curtis	10.00	.....

	Per 100	Per 1000
Miss Ruth Twombly	10.00	.....
Mrs. J. Leslie Davis	10.00	.....
Mrs. Woodrow Wilson	10.00	.....
Mrs. Nellie Kleris	4.00	.....
Mrs. H. Harrison	5.00	.....
Mrs. Wm. Buckingham	3.50	30.00
Mrs. Frank Beu	3.50	30.00
Mrs. E. D. Godfrey	3.50	30.00
Mariana	3.50	30.00
Muskoka	4.00	35.00
Monarch	1.00	Each
Niagara	1.00	Each
New Jersey	1.00	Each
Nag-ir-roc	10.00	.....
Nerissa	10.00	.....
Nadine	25.00	.....
Odessa	8.00	.....
Purple Cap	4.00	.....
Pink Turner (See Mrs.L.Davis)	10.00	.....
Philip Ricci	15.00	.....
Private Merle Hay	15.00	.....
Private J. Gresham	15.00	.....
Richmond	3.50	30.00
Rose Delight	10.00	.....
Rose Perfection	4.00	35.00
Rosanda	10.00	.....
Sunshine	4.00	40.00
Source d'Or	3.50	30.00
The Chief	4.00	.....
Tekonsha	10.00	.....
Timothy Eaton	5.00	40.00
Thanksgiving Pink	4.00	35.00
Varsity	4.00	.....
Vermont	10.00	.....
White Giant	1.00	Each
Wm. Turner	6.00	50.00
White Chieftain	3.50	30.00
White Doty	3.50	30.00
Whittier	5.00	40.00
W. H. Waite	10.00	.....
White Wings	10.00	.....
Yellow Caprice	4.00	35.00
Yellow Pockett	25.00	.....
Yellow Early Frost	6.00	60.00
Yellow Turner	6.00	50.00
Yellow Eaton—Try Celebration	5.00	40.00

NICOFUME These Tobacco products have become an absolute necessity in the growing of high grade greenhouse stock, and we will be glad to fill orders entrusted to us. These products are reliable and are under the supervision of the Pure Food inspectors.

Nicofume Liquid		*Nicofume* Tobacco Paper	
8-pound can	$15.00	Can of 288 sheets	$10.00
4-pound can	8.00	Can of 144 sheets	5.50

☞ Canadian orders sold on U. S. currency basis.

Our Terms of Sale

OUR PRICES

While it is true that we are not seeking a reputation for cheapness, we know that our prices are as low as good plants can be sold for and that no firm in our line of business is supplying stock equal to ours for less money.

SIZE OF PLANTS

All own-root stock is from 2 or 2¼-inch pots unless otherwise stated; grafts 2½ or 3-inch according to date of delivery.

DISCOUNT FOR CASH

Two per cent. discount for cash with order. All bills subject to draft in 60 days, unless otherwise agreed upon.

REFERENCE

Orders from unknown correspondents must be accompanied by cash or satisfactory reference; don't fail to send reference, as this will save you time.

HOW WE PACK

No firm in the country packs lighter or more securely than we; we have this department down to a science; we promise liberal count and careful labeling; our plants do not shift in box. Boxes and packing will be charged at lowest cost price.

SATISFACTION PROMISED

In filling your orders we shall do our very best to make every shipment satisfactory and profitable to you; in any case where we fail to do this, please report to us within five days (not after a while!) for adjustment.

DAMAGE IN TRANSIT

IMPORTANT—Any claims for damage in transit must be made promptly to express agent at destination, as he can examine shipment and verify claim; then report in full to us.

No order for less than $3.00 filled.

No order for less than 25 of the standard varieties can be filled at the hundred rate.

NICHOLSON PRESS, RICHMOND, IND.

HOUSE OF "SENSATION"